

**AMENDMENTS TO CLAIMS**

The Listing of Claims below replaces all prior versions, and listings, of claims in this application. Claims 24-34 are pending in this application. By this Amendment, Applicants have amended claims 24-30, 32-34, and added claims 37-45.

1 – 23 (Cancelled).

24. (Currently amended) A computer implemented method for selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

analyzing a web page to obtain at least one first ~~key-word~~ keyword associated with the web page;

receiving at least one second keyword, the at least one second keyword being produced by analyzing products in a product database;

associating the at least one first ~~key-word~~ keyword with the at least one second keyword; and

obtaining using a computer at least one file representing at least one product associated with the at least one second keyword.

25. (Currently amended) The method of claim 24, wherein the file is at least one of a link, a document, and a thumbnail.

26. (Currently amended) The method of claim 24, wherein the at least one first keyword is statically associated with the web page.

27. (Original) The method of claim 24, wherein the analyzing is a statistical frequency analysis.

28. (Original) The method of claim 24, wherein the at least one first keyword is obtained by the analyzing is based on at least one metatags in the web page.

29. (Currently Amended) The method of claim 24, wherein the first keyword is created by the combination of a first word and a second word, the first word being subject matter of the web page, the second word being a ~~meta-tag~~ metatag in the web page.

30. (Currently Amended) The method of claim 24, wherein the ~~associating~~ analyzing products in the product database produces a plurality of second keywords ranked based upon at least one ranking criterion. ~~and the method further comprises ordering the plurality of second keywords by a priority selection criteria.~~

31. (Original) The method of claim 24, wherein the associating is performed by a Boolean ANDed query between a subject matter of the web page and the second keyword.

32. (Currently amended) A method for selecting and displaying at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

receiving a request from a user to display a web page;

analyzing the web page to obtain at least one first ~~key-word~~ keyword associated with the web page;

receiving at least one second keyword, the at least one second keyword being produced by analyzing products in a product database;

associating the at least one first ~~key-word~~ keyword with the at least one second keyword;

obtaining at least one file representing at least one product associated with the at least one second keyword;

producing another page including the web page and the file; and

displaying the another page to the user.

33. (Currently Amended) The method of claim 32, wherein:

the ~~associating~~ analyzing products in the product database produces a plurality of second keywords ranked based upon at least one ranking criterion. ~~and~~

~~the method further includes ordering the plurality of second keywords by a priority selection criteria.~~

34. (Currently Amended) A computer readable storage medium including computer executable code for selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the code enabling the steps of:  
analyzing a web page to obtain at least one first ~~key word~~ keyword associated with the web page;  
receiving at least one second keyword, the at least one second keyword being produced by analyzing products in a product database;  
associating the at least one first ~~key word~~ keyword with the at least one second keyword; and  
obtaining using a computer at least one file representing at least one product associated with the at least one second keyword.

35. (Withdrawn)

36. (Withdrawn)

37. (New) The method of claim 24, comprising dynamically associating the file with the web page.

38. (New) The method of claim 24, wherein the at least one first keyword is obtained by analyzing the web page content.

39. (New) The method of claim 24, comprising determining a similarity between the at least one first keyword with the at least one second keyword; and wherein the associating the at least one first keyword with the at least one second keyword is based on the comparing.

40. (New) The method of claim 39, wherein the at least one first keyword and the at least one second keyword are compared using a statistical matching technique.

41. (New) The method of claim 24, wherein the at least one first keyword associated with the web page is selected based on the web page content.

42. (New) The method of claim 41, wherein at least one first keyword associated with the web page is selected from the group consisting of files, documents, links, meta links, meta data, files, or cookies associated with the web page.

43. (New) The method of claim 41, wherein the at least one second keyword relates to the product.

44. (New) A method for identifying at least one product relevant to a web page, the method comprising:

receiving a request from a user to display a web page;

obtaining at least one first keyword associated with the web page, the at least one first keyword obtained from at least one of content and meta data of the web page;

matching the at least one first keyword with at least one second keyword associated with at least one file stored in a product database and representing at least one product; and

displaying the web page to the user, the web page comprising at least one link for displaying a web page associated with the at least one matching product.

45. (New) The method of claim 44, wherein the matching the at least one second keyword is relevant to the subject matter of the web page.